

## C.I.A. Recruits Madison Avenue

WASHINGTON, Aug. 10 (UPI) — The Central Intelligence Agency has begun a vigorous advertising campaign to recruit agents and the results have been "tremendous," according to a spokesman for the agency.

The once supersecret agency, suffering from a battered public image after several years of Congressional investigations and Freedom of Information lawsuits, was having problems in recruiting agents. But with the help of a Madison Avenue advertising agency, it has found 4,000 to 5,000 candidates in less than a month, the spokesman said today.

The New York agency Gaynor & Ducas has been directing the recruiting campaign in big-city newspapers across the nation since July 22.

"Every time we go to the post office, there's another bag" of responses, the spokesman said.

### Earlier Approach Didn't Work

Previously the intelligence agency had depended on small, discreet advertisements, mostly in professional journals for engineers and scientists or in college newspapers. But the C.I.A. decided to try a new approach after experiencing a steady drop in the number of recruits.

"We began looking at it, got together with them and decided that the old ads were too sterile," the spokesman said. "They needed to be pepped up." They

were also directed at a wider audience, with an advertising campaign in 12 major newspapers.

A typical new advertisement reads: "We're looking for you special men and women who still have a spirit of adventure. There aren't many of you. One in a thousand, maybe. You're a bright, self-reliant, self-motivated person we need to help us gather information and put together a meaningful picture of what's happening in the world. One of an elite corps of men and women."

### 'Not a Job for Everybody'

Another advertisement invites applicants who "want to be on the inside of international affairs."

"It's not a job for everybody," it says. "It's for a very few special men and women who have the special talents and skills, intelligence, self-reliance and self-motivation to work in challenging situations, withstand hardship, make on-the-spot decisions."

The spokesman said the response had been "tremendous." One New York advertisement alone produced 2,300 responses. The spokesman said that one side effect of the campaign was that "applicants who applied six months ago and who were rejected because they were not what we were looking for, wrote to ask 'how can you possibly turn me down?' and claiming they had all it takes."